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ABSTRACT

**IMPROVED METHOD AND APPARATUS FOR TAILORING CONTENT OF
INFORMATION DELIVERED OVER THE INTERNET**

5 A method is described for tailoring information to characteristics of a user of an
application program such as a web browser. An arbiter receives a request object from the
application program. The request object contains profile elements that convey characteristics of
the user. The profile elements are analyzed by the arbiter, and, based on the outcome of the
analysis, the arbiter selects a personalization engine from a plurality of personalization engines.
The request object is passed to the selected personalization engine, which accesses a content
database to retrieve a personalized content object comprising information tailored to the user. The
personalized content object is sent to the application program, which interprets it for the user.
Various embodiments include an expert-system arbiter, and an arbiter comprising computer code
that is provided according to conventional object-oriented analysis and design methods executing
on a programmable processor. The plurality of personalization engines may include a rule-based
engine, a collaborative-filtering engine, or a predictive- modeling engine.